

December 7, 2006

**MEMORANDUM**

**To:** Dr. Layton R. McCurdy, Chairman, and Members, Commission on Higher Education

**From:** Dr. Bettie Rose Horne, Chairperson, and Members, Committee on Academic Affairs and Licensing

**Consideration of Request for Initial License for Branch in South Carolina  
Art Institute of Atlanta, Atlanta, GA**

**Summary**

The Art Institute of Atlanta (AiA) (<http://www.artinstitutes.edu/atlanta/>) requests approval to establish a branch in Charleston, SC (AiCSC) to offer programs leading to the Associate of Arts degree in (1) Culinary Arts, (2) Graphic Design, and (3) Interactive Media Design; the Bachelor of Science degree in Culinary Arts Management; and the Bachelor of Fine Arts degree in (1) Graphic Design, (2) Interactive Media Design, (3) Interior Design, and (4) Photographic Imaging.

The Art Institute of Atlanta and The Art Institute of Charleston are wholly owned subsidiaries of The Art Institutes International Inc., which is owned by Education Management Corporation (EDMC). EDMC, headquartered in Pittsburgh, Pennsylvania, operates 71 postsecondary educational institutions in 24 states and two Canadian provinces with a student enrollment of over 72,000.

AiA originally existed as Massey Business College, which was founded in 1949 and offered diplomas in basic business and secretarial skills. Over the next two decades, the College added courses in liberal arts, fashion, and interior design. The College was renamed The Art Institute in 1975 and shifted its focus to creative applied arts curricula. EDMC (at the time, Royston Services, Inc.) acquired the Art Institute in 1971 and now operates 32 Institute locations, as well as The Art Institute Online, offering programs in design, media arts, fashion, and culinary arts.

The Commission on Colleges of the Southern Association of Colleges and Schools has accredited AiA since 1985. AiA submitted to SACS in September a prospectus for AiCSC and expects approval for AiCSC by the year's end. AiA is approved by the state of Georgia to confer diplomas and degrees.

Members of The Art Institute faculty who teach general education courses must possess a master's degree with 18 hours in the teaching discipline or hold a master's degree with a major in the teaching discipline. Faculty teaching core program courses must possess a master's degree and demonstrate proficiency in current industry skills, including documentation of at least two years of full-time experience in their profession. Exceptions to academic preparation may be made with the consent of the Commission.

Institute officials project that approximately 22 students will enroll in the culinary programs and 33 students will enroll in the media arts programs in Fiscal Year 2007 (July to June). Officials project approximately 247 total new enrollments for the following fiscal year.

Tuition for the spring quarter of 2007 will be \$405 per quarter credit hour. The Art Institute offers a "tuition lock-in" program. Students who matriculate on or before the quarter stated on the enrollment contract, remain enrolled (students in bachelor's degree programs are allowed a one-quarter break), and complete their program of study without interruption within 150 percent of the standard program length will continue to pay the per credit tuition amount in force when they initially enrolled. All students must pay for books and supplies each quarter. Students in the interior design, photographic imaging, and culinary arts programs pay lab fees.

Students will have access to the on-site Learning Resource Center (LRC) which anticipates acquiring 1,000-1,500 library items during its first year of operation. AiCSC will employ one professional librarian with an M.L.S. degree and will hire additional library staff as needed. A Library Resource Committee will be formed, consisting of several faculty members, to advise and aid the librarian in collection development. The LRC will be a member of the EDMC Library Consortium, which is comprised of libraries of the various locations of all EDMC educational systems and provides an inter-library loan system. Also, students will have access to at least three online electronic databases.

Institute officials have signed a 10-year lease agreement for the Carroll Building located at 24 North Market Street in downtown Charleston. The Institute currently has access to 41,513 square feet, with an additional 3,000 square feet available for expansion by June 2007 and another 4,000 square feet available by March 2011. AiCSC will provide faculty and staff offices, 15 classrooms, three computer labs, art labs, and studio space, as well as a student lounge, supply store, exhibition gallery, and library. The third floor of the Carroll Building will house over 4,500 square feet of culinary arts lab space, as well as a 425 square foot café and a 795 square foot dining lab that will be open to the public. Class sizes at other Art Institute branches do not exceed 35 students for lab

sessions or 40 students for lecture sessions. Class sizes average approximately 22 students.

In order to be admitted into the associate- or bachelor's-level degree programs, prospective students must have a GED or high school diploma from a regionally accredited high school or state-approved home school program. Prospective students must also participate in a personal interview with the associate director of admissions and take the COMPASS test for skills assessment. SAT, ACT, or ASSET scores may be submitted in lieu of the COMPASS test. Transfer students must submit official transcripts from each college attended and may be able to transfer credit from other accredited institutions. The Institute also awards credit for CLEP, as well as for training, employment, or other educational experience as measured through DANTES, DSST examinations, or as shown on American Council on Education (ACE) transcripts.

Trident Technical College (TTC) in Charleston offers a program leading to the Associate degree in Industrial Technology with concentrations in Digital Media, Photography, and Graphic Design. TTC also operates the Culinary Institute of Charleston, offering a program leading to the Associate in Business degree in Culinary Arts Technology, as well as a diploma in Culinary Arts. The Culinary Arts programs are accredited by the American Culinary Federation Foundation Accrediting Commission (ACFFAC). Winthrop University offers a program leading to the Bachelor of Fine Arts degree in Interior Design, which is accredited by the Council for Interior Design Accreditation (CIDA). Both accrediting bodies are recognized by the Council on Higher Education Accreditation (CHEA).

#### A.A., Culinary Arts and B.S., Culinary Arts Management

The programs leading to the A.A. degree in Culinary Arts and B.S. degree in Culinary Arts Management provide students with basic culinary skills and a foundation in health, safety, and nutrition. Both programs cover topics such as advanced food techniques, kitchen and dining room operation, regional and international cuisines, cost control, and supervision of kitchen personnel. Graduates of the A.A. degree program are prepared for entry-level positions such as line cook, prep cook, first cook, baking trainee, or catering assistant. The A.A. curriculum consists of 112 quarter credit hours: 24 in general education and 88 in the major. Students may earn an A.A. degree in Culinary Arts with a concentration in Baking and Pastry by taking, in addition to the A.A. curriculum, Advanced Baking and Pastry I (8 quarter credit hours) and Advanced Baking and Pastry II (8 quarter credit hours).

The program leading to the B.S. degree in Culinary Arts Management expands upon the A.A. degree program by including courses in management, marketing, human resources, legal issues, and financial management. Graduates from the B.S. degree program are prepared for entry-level positions such as management trainee, kitchen manager, assistant pastry chef, sous chef, or catering manager. The B.S. curriculum consists of 192 quarter credit hours: 48 in general education and 144 in the major.

The program leading to the A.A. degree in Culinary Arts at The Art Institute of Atlanta is accredited by the American Culinary Federation Foundation Accrediting Commission. The Art Institute of Charleston will seek accreditation from ACFFAC in accordance with its guidelines.

Graduates of either degree program are awarded the Certified Culinarian (CC) or Certified Pastry Culinarian (CPC) designation by the American Culinary Federation upon graduation.

#### A.A. and B.F.A., Graphic Design

The programs leading to A.A. and B.F.A. degrees in Graphic Design provide students with a foundation in color and design theory, drawing, and computer and software skills. Students learn both Macintosh and PC computer platforms. Conceptual design theory concerning design software is taught, as well as technical skills, so that students' skills do not become outdated. All students create a portfolio to show to prospective employers. Students in the A.A. degree program are prepared for entry-level positions with production staffs or as productions artists and assistant designers. The A.A. curriculum consists of 96 quarter credit hours: 28 in general education and 68 in the major.

The program leading to the B.F.A. degree builds upon the A.A. degree program; it includes courses in creativity, problem solving, project management, and advanced and specialized design skills. Graduates from the B.F.A. degree program are prepared for entry-level positions such as graphic designer, associate art director, production coordinator, or as a member of creative staffs of various studios and publishing houses. The B.F.A. curriculum consists of 192 quarter credit hours: 56 in general education and 136 in the major.

#### A.A. and B.F.A., Interactive Media Design

The programs leading to the A.A. and B.F.A. degrees in Interactive Media Design are designed to teach students how to use interactive delivery systems to create effective user experiences and to develop usable interfaces with creativity, innovation, user focus, and technical experience. All students create a digital portfolio to show to prospective employers. Students in the program leading to the A.A. degree take courses in graphic design, interface design, and media production and are prepared for entry-level Web designer positions. The A.A. curriculum consists of 96 quarter credit hours: 28 in general education and 68 in the major.

The program leading to the B.F.A. degree provides additional courses focusing on the history of media, nonlinear narratives, creative media production, and advanced interactive projects. These students are prepared for entry-level positions that require conceptual thinking, creative problem solving, leadership, strategic planning, and the use of appropriate technology in the design of interactive media-based communication. The

B.F.A. curriculum consists of 192 quarter credit hours: 56 in general education and 136 in the major.

### B.F.A., Interior Design

The program leading to the B.F.A. degree in Interior Design provides students with a foundation in drawing, color, and 2- and 3-D design, as well as how to apply the elements and principles of design to the development of interior space. Students study how interior design affects human behavior and learn to develop and carry out design concepts. Courses are offered in manual and computer-aided drafting and design, textiles and interior materials, and lighting. Students create a portfolio to show prospective clients and employers and are prepared for entry-level positions with interior design firms and companies specializing in facilities or space planning. The curriculum consists of a total of 192 quarter credit hours: 52 in general education and 140 in the major.

The program leading to the B.F.A. degree in Interior Design at the Art Institute of Atlanta is accredited by the Council for Interior Design Accreditation. The Art Institute of Charleston will seek accreditation from the Council in accordance with its guidelines.

### B.F.A., Photographic Imaging

In the program leading to the B.F.A. degree in Photographic Imaging, students study the application of professional cameras, lenses, and related processes as they apply to commercial uses such as editorial or advertising photography. Students learn to use the equipment and techniques required for successful location and studio photography and apply all of the tools of contemporary photographic techniques to create a professional portfolio. Graduates are prepared for entry-level positions such as commercial photographer, editorial photographer, or photographic editor. The curriculum consists of a total of 192 quarter credit hours: 52 in general education and 140 in the major.

### **Recommendation**

The Committee on Academic Affairs and Licensing recommends to the Commission initial licensure for five years to The Art Institute of Atlanta to establish a branch campus in Charleston, South Carolina to offer programs leading to the Associate of Arts degree in (1) Culinary Arts, (2) Graphic Design, and (3) Interactive Media Design; the Bachelor of Arts degree in Culinary Arts Management; and the Bachelor of Fine Arts degree in (1) Graphic Design, (2) Interactive Design Media, (3) Interior Design, and (4) Photographic Imaging, all to be implemented in April 2007. The Committee further recommends that the Commission delegate to the staff authorization to license the site in Charleston when the facility has been developed.

**Associate in Arts degree in Culinary Arts and Bachelor of Science degree in  
Culinary Arts Management**

Course Title	Quarter Credit Hours	
	A.A.	B.S.
<b>General Education Courses</b>		
EN 101 English I	4	4
EN 102 English II	4	4
EN 305 Professional Communication		4
HU 105 World Civilizations and the Arts	4	4
HU 305 Critical Thinking		4
MT 113 Ideas of Mathematics	4	4
MT 314 Statistics		4
PS 101 Introduction to Psychology	4	4
SC 106 Chemistry	4	4
EC 310 Economics		4
SP 101 Beginning Spanish Conversation		4
General Education Elective		4
<b>Major and Related Requirements</b>		
CL 101 Nutrition	4	4
CL 111 Career Development in the Hospitality Industry	4	4
CL 112 Sanitation and Safety	4	4
CL 116 Application of Culinary Skills and Equipment	8	8
CL 123 Introduction to Baking and Pastry	8	8
CL 124 American Regional Cooking- East/West	8	8
CL 131 Management and Supervision	4	4
CL 132 Computer Applications in the Foodservice Industry	4	4
CL 134 Cost Control and Purchasing	4	4
CL 228 Garde Manger	8	8
CL 229 International and Current Cuisine	8	8
CL 230 A la Carte and Classical Cuisine	8	8
CL 232 Facilities Planning and Menu Management	4	4
CL 235 Dining Room Operations	2	2
CL 236 Beverage Identification and Management	2	2
CL 331 Leadership and Organizational Management		4
CL 332 Applied Technology in the Foodservice Industry		4
CL 335 Quality Customer Service Management		4
CL 336 Advanced Beverage Management, Oenology, and Viticulture		4
CL 340 Human Resource Management and Employee Labor Relations		4
CL 342 Marketing Applications in the Foodservice Industry		4
CL 350 Legal Issues in Foodservice		4
CL 399 Externship/Internship	4	4
CL 429 History and Culture of Food		4
CL 430 Senior Culinary Practicum		8
CL 432 Global Management and Operations in the Hospitality Industry		4
CL 434 Managerial Accounting and Financial Management		4
CL 499 Management Externship		4

Course Title	Quarter Credit Hours	
	A.A.	B.S.
<b>Program Electives (must choose 4 credits for A.A., 8 credits for B.S.)</b>		
CL 206 Contemporary Culinary Competition		4
CL 207 Contemporary Pastry Culinary Competition		4
CL 426 Foodservice Entrepreneurship		4
CL 431 Strategic Management and Operations in the Foodservice Industry		4
CL 222 Personal Chef Service	4	4
CL 226 Catering	4	4
CL 227 Food Styling	4	4
CL 397 Honors Fellowship	4	4
CL 398 Independent Study	4	4
<b>Total Program Quarter Credit Hours</b>	<b>112</b>	<b>192</b>

## Associate in Arts and Bachelor of Fine Arts degrees in Graphic Design

Course Title	Quarter Credit Hours	
	A.A.	B.F.A.
<b>General Education Courses</b>		
EN 101 English I	4	4
EN 102 English II	4	4
EN 105 Public Speaking	4	
HA 215 Art History I		4
HA 216 Art History II		4
HA 217 Art History III	4	4
HA 301 Topics in Twentieth-Century Art		4
HU 305 Critical Thinking		4
MT 113 Ideas of Mathematics OR MT 112 College Geometry	4	4
PS 101 Introduction to Psychology	4	4
General Education Electives		20
<b>Major and Related Requirements</b>		
ART 100 Visual Expression	4	4
ART 111 Drawing	4	4
ART 121 3-D Design		4
ART 122 2-D Design	4	4
ART 123 Color Theory	4	4
ART 211 Life Drawing		4
CD 245 Career Development	4	
CD 445 Professional Development		4
CS 106 Software for the Applied Arts	4	4
GD 131 Layout	4	4
GD 141 Typography	4	4
GD 142 Print Production	4	4
GD 160 Introduction to Web Applications	4	4
GD 214 Computer Illustration	4	4
GD 221 Graphic Symbolism	4	4
GD 241 Intermediate Typography	4	4
GD 242 Electronic Pre-Press	4	4
GD 257 Portfolio	4	
GD 259 Advanced Print Production	4	
GD 301 History of Graphic Design		4
GD 324 Corporate Identity		4
GD 326 Advanced Typography		4
GD 331 Advanced Layout		4
GD 344 Creative Imaging		4
GD 360 Integrated Publishing		4
GD 423 Publication Design		4
GD 426 Environmental Design		4
GD 427 Package Design		4
GD 432 Art Direction		4
GD 441 Senior Project Research		4
GD 442 Senior Project		4
GD 457 Senior Portfolio		4



GD 461 Interactive Senior Project		4
IMD 140 Concepts in Motion Design	4	4
P 104 Digital Photographic Production	4	4
P 200 Digital Photography for Non-Majors		4
Program Elective		4
<b>Total Program Quarter Credit Hours</b>	<b>96</b>	<b>192</b>

### **Associate in Arts and Bachelor of Fine Arts degrees in Interactive Media Design**

Course Title	Quarter Credit Hours	
	A.A.	B.F.A.
<b>General Education Courses</b>		
EN 101 English I	4	4
EN 102 English II	4	4
EN 105 Public Speaking		4
HA 215 Art History I	4	4
HA 216 Art History II	4	4
HA 217 Art History III	4	4
HA 301 Topics in Twentieth-Century Art		4
HU 305 Critical Thinking		4
MT 113 Ideas of Mathematics OR MT 112 College Geometry	4	4
PS 101 Introduction To Psychology	4	4
General Education Electives		16
<b>Major and Related Requirements</b>		
ART 100 Visual Expression		4
ART 111 Drawing	4	4
ART 122 2-D Design	4	4
CD 245 Career Development	4	
CD 445 Professional Development		4
CS 106 Software for the Applied Arts	4	4
GD 214 Computer Illustration	4	4
GD 221 Graphic Symbolism		4
IMD 100 Fundamentals of Interactive Design	4	4
IMD 110 Interactive Design Concepts	4	4
IMD 140 Concepts in Motion Design	4	4
IMD 200 Information Architecture	4	4
IMD 210 Fundamentals of Scripting Languages	4	4
IMD 220 User-Centered Interface Design	4	4
IMD 240 Audio for Interactive Media	4	4
IMD 280 Introduction to Motion Scripting	4	4
IMD 300 Interactive Motion Graphics		4
IMD 310 Intermediate Scripting Languages	4	4
IMD 320 Production Team	4	4
IMD 340 Video for Interactive Media		4
IMD 360 Nonlinear Narrative		4
IMD 380 Sound Design		4
IMD 390 Portfolio	4	
IMD 400 Interactive Motion Scripting		4
IMD 405 Marketing Basics		4
IMD 410 Dynamic Web Applications		4
IMD 445 Usability Evaluation and Accessibility		4
IMD 450 History of Communication Media		4
IMD 465 Senior Project Design		4
IMD 470 Special Topics		4
IMD 480 Portfolio Preparation		4
IMD 485 Senior Product Production		4

IMD 490 Senior Portfolio		4
P 104 Digital Photographic Production	4	4
Program Electives		8
<b>Total Program Quarter Credit Hours</b>	<b>96</b>	<b>192</b>

### Bachelor of Fine Arts degree in Interior Design

Course Title	Quarter Credit Hours
<b>General Education Courses</b>	
EN 101 English I	4
EN 102 English II	4
EN 105 Public Speaking	4
EN 305 Professional Communication	4
HA 215 Art History I	4
HA 216 Art History II	4
HA 217 Art History III	4
HU 305 Critical Thinking	4
MT 113 Ideas of Mathematics OR MT 112 College Geometry	4
PS 101 Introduction to Psychology	4
SC 115 Science of Light	4
General Education Electives	8
<b>Major and Related Requirements</b>	
ART 100 Visual Expression	4
ART 111 Drawing	4
ART 121 3-D Design	4
ART 122 2-D Design	4
ART 123 Color Theory	4
CS 106 Software for the Applied Arts	4
INT 130 Architectural Drafting	4
INT 133 Perspective	4
INT 168 Interior Space	4
INT 232 Working Drawings	4
INT 234 Computer-Aided Drafting	4
INT 235 Intermediate Computer-Aided Drafting	4
INT 237 Visual Presentation	4
INT 240 History of Design to 1830	4
INT 258 Interior Materials	4
INT 259 Textiles	4
INT 269 Human Factors	4
INT 270 Design Process	4
INT 273 Design Development, Residential	4
INT 341 History of Design, 1830-Present	4
INT 343 History of Nineteenth- and Twentieth-Century Architecture	4
INT 352 Building Technology and Codes	4
INT 356 Lighting	4
INT 358 Interior Detailing	4
INT 372 Corporate Design	4
INT 373 Specialty Design	4
INT 377 Problems in Residential Design	4
INT 406 Advanced Detailing	4
INT 431 Advanced Corporate Design	4
INT 432 Hospitality Design	4
INT 460 Professional Practice	4

INT 468 Portfolio	4
P 104 Digital Photographic Production	4
<b>Program Electives (must choose 8 credits)</b>	
INT 335 Digital Presentation	4
INT 409 Advanced Computer-Aided-Design and Visualization	4
INT 434 Historic Preservation	4
INT 498 Independent Study	4
<b>Course Title</b>	<b>Quarter Credit Hours</b>
INT 499 Internship	4
<b>Total Program Quarter Credit Hours</b>	<b>192</b>

## Bachelor of Fine Arts degree in Photographic Imaging

Course Title	Quarter Credit Hours
<b>General Education Courses</b>	
EN 101 English I	4
EN 102 English II	4
EN 105 Public Speaking	4
HA 215 Art History I	4
HA 216 Art History II	4
HA 217 Art History III	4
HA 301 Topics in Twentieth-Century Art	4
HS 300 Modern History	4
HU 305 Critical Thinking	4
MT 113 Ideas of Mathematics OR MT 112 College Geometry	4
PS 101 Introduction to Psychology	4
SC 115 Science of Light	4
General Education Elective	4
<b>Major and Related Requirements</b>	
ART 100 Visual Expression	4
ART 111 Drawing	4
ART 123 Color Theory	4
CD 445 Professional Development	4
CS 106 Software for the Applied Arts	4
GD 121 Design Elements for Non-Majors	4
GD 160 Introduction to Web Applications	4
GD 302 Conceptual Thinking	4
P 101 Principles of Photography	4
P 102 Photographic Design	4
P 103 Large-Format Photography	4
P 104 Digital Photographic Production	4
P 105 Editorial Photography I	4
P 106 History and Survey of Photography	4
P 107 Advanced Darkroom	4
P 201 Lighting	4
P 202 Location Photography I	4
P 203 Studio	4
P 204 Digital Photographic Illustration I	4
P 206 Editorial Photography II	4
P 207 Digital Darkroom	4
P 301 Digital Photographic Illustration II	4
P 303 Location Photography II	4
P 304 Advanced Lighting	4
P 305 Art Direction and Photography	4
P 306 Internship	4
P 307 Alternative Processes	4
P 308 Advanced Principles of Photography	4
P 401 Portfolio Preparation	4
P 403 General Portfolio	4

P 404 Specialization Portfolio	4
P 406 The Business of Photography	4
Program Electives	12
<b>Total Program Quarter Credit Hours</b>	<b>192</b>